

REQUEST FOR POLITICAL BROADCAST TIME

KQMV KRWM KVRQ KIXI

Request Date: 10.6.16

Candidate: Erin Jones Party: None

Campaign: Superintendent of Public Instruction
Federal/State/County/City/Initiative/Issue

Address: P.O. Box 23125
Seattle, WA 98102

Inquired by: Annie Sady - HWP Consulting
Candidate/Manager/Agency/Committee

Request Received by: L. Kimble

Information Requested: Political Rate & Schedule
See Erin Jones

Information Supplied: Submitted the attached
Political Rate Schedule

Accepted by: L. Kimble Date: 10.14.16

Final Disposition: Booked the attach order

Payment Information: \$14,335.25 net Date: 10.14.15

Copy Approved Y or N:

Name(s) of Political Committee: Abbot Taylor - Treasurer

☒ Rates/Disclosure Statement Sent/Acknowledged
☒ Order Rec'd
☒ Broadcast Agreement Rec'd

☒ Copy Rec'd
☒ Payment Rec'd
☐ Invoice Attached

SOPI-NWP-Erin Jones

From: Lester Kinlow
 Phone: (425) 653-1006
 Email: kinlow@hubbardradio.com
 10/12/2016 6:06 PM

TAPSCAN

Flight Dates: 10/17/2016 - 11/13/2016

Demo: W 18+

Radio Market: SEATTLE-TACOMA

Survey: SEP16

Geography: Metro

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls
Radio Total		87		\$193.85	\$16,865.00	0.6%	\$335.29	50.3	100%	100%	23.7%	405,500	2.1	864,300
KRWM-FM		87		\$193.85	\$16,865.00	0.6%	\$335.29	50.3	100%	100%	23.7%	405,500	2.1	864,300
Flight A - 3 wks (10/17, 10/24, 10/31)														
		75		\$193.00	\$14,475.00	0.6%	\$332.76	43.5	86%	86%	20.5%	350,900	2.1	748,500
One Week Total		25		\$193.00	\$4,825.00	0.6%	\$332.76	14.5	29%	29%	9.1%	155,500	1.6	249,500
	M-F 6A-10A	5	60	\$225.00	\$1,125.00	0.6%	\$375.00	3.0	21%	23%	2.2%	37,400	1.3	47,500
	M-F 10A-3P	10	60	\$230.00	\$2,300.00	0.7%	\$328.57	7.0	48%	48%	5.0%	85,900	1.5	127,000
	M-F 3P-7P	5	60	\$230.00	\$1,150.00	0.7%	\$328.57	3.5	24%	24%	2.9%	49,800	1.2	61,500
	M-F 7P-12M	5	60	\$50.00	\$250.00	0.2%	\$250.00	1.0	7%	5%	0.7%	12,400	1.1	13,500
Flight B - 1 wk (11/07)														
		12		\$199.17	\$2,390.00	0.6%	\$351.47	6.8	14%	14%	4.5%	76,900	1.5	115,800
One Week Total		12		\$199.17	\$2,390.00	0.6%	\$351.47	6.8	14%	14%	4.5%	76,900	1.5	115,800
	M-Tu 6A-10A	2	60	\$225.00	\$450.00	0.5%	\$450.00	1.0	15%	19%	0.9%	15,900	1.1	17,800
	M-Tu 10A-3P	6	60	\$230.00	\$1,380.00	0.7%	\$328.57	4.2	62%	58%	2.8%	47,600	1.5	72,000
	M-Tu 3P-8P	2	60	\$230.00	\$460.00	0.7%	\$328.57	1.4	21%	19%	1.2%	20,600	1.1	22,600
	M 8P-12M	2	60	\$50.00	\$100.00	0.1%	\$500.00	0.2	3%	4%	0.2%	3,100	1.1	3,400

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: SEATTLE-TACOMA; SEP16; Metro; Multiple Dayparts Used; W 18+; See Detailed Sourcing Page for Complete Details.
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SOPI-NWP-Erin Jones



From: Lester Kinlow
 Phone: (425) 653-1006
 Email: lkinlow@hubbardradio.com
 10/12/2016 6:06 PM

Schedule Grand Totals: 4 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	Gls	CPM
Radio Total	87	\$193.85	\$16,865.00	0.6%	\$335.29	50.3	100%	100%	23.7%	405,500	2.1	864,300	\$19.58
KRWB-FM	87	\$193.85	\$16,865.00	0.6%	\$335.29	50.3	100%	100%	23.7%	405,500	2.1	864,300	\$19.58

Accepted by Station

Date

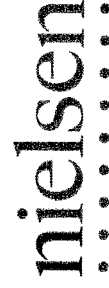
Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KRWN Seattle	Date: 10.14.16
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I, Annie Fadely

being/on behalf of: Erin Jones, a legally

qualified candidate of the N/A political

party for the office of: Superintendent of Public Instruction

in the General

election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		See Attached			

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Erin Jones

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Abbot Taylor

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/14/16

Date

Anne Badely

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Lester Hunter

Printed Name

Exec. Asst.

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

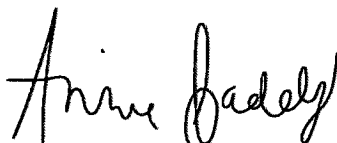
I, Annie Fadely
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Annie Fadely
printed name

10/14/16
date

Sales Order

Station: **KRWM-FM** Agency: **NWP CONSULTING**
 Contract Name: **KRWM Friends Erin Jones** Address: **105 SOUTH MAIN STREET**
 Contract#: **(none)** #332
 Start Date: **10/18/16** End Date: **11/08/16** City: **SEATTLE** State: **WA**
 Revenue Type: **COM-AGENCY** Type: **Cash** Zip: **98104**
 Advertiser: **FRIENDS OF ERIN JONES (A)** Buyer: **Annie Fadely**
 Address: Tax Schedule: **(None)**
 City: State: Zip: Agency Commission %: **15**
 Product Name: **Superintendent of Public Instructions** Billing Cycle: **Standard**
 Competitive Code: **POLITICAL/LOCAL** Salesperson: **040LKINL** Comm %: **0**
 Makegood Policy: **Limited**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/18/16	10/21/16		6:00 AM	10:00 AM	60		2	1	1	1			5	D	225.00	5	1,125.00		
2	10/18/16	10/21/16		10:00 AM	3:00 PM	60		3	2	3	2			10	D	230.00	10	2,300.00		
3	10/18/16	10/21/16		3:00 PM	7:00 PM	60		2	1	1	1			5	D	230.00	5	1,150.00		
4	10/18/16	10/21/16		7:00 PM	12:00 AM	60		2	1	1	1			5	D	50.00	5	250.00		
5	10/24/16	11/04/16		6:00 AM	10:00 AM	60	1	1	1	1	1			5	D	225.00	10	2,250.00		
6	10/24/16	11/04/16		10:00 AM	3:00 PM	60	2	2	2	2	2			10	D	230.00	20	4,600.00		
7	10/24/16	11/04/16		3:00 PM	7:00 PM	60	1	1	1	1	1			5	D	230.00	10	2,300.00		
8	10/24/16	11/04/16		7:00 PM	12:00 AM	60	1	1	1	1	1			5	D	50.00	10	500.00		
9	11/07/16	11/08/16		6:00 AM	10:00 AM	60	1	1						2	D	225.00	2	450.00		
10	11/07/16	11/08/16		10:00 AM	3:00 PM	60	3	3						6	D	230.00	6	1,380.00		
11	11/07/16	11/08/16		3:00 PM	8:00 PM	60	1	1						2	D	230.00	2	460.00		
12	11/07/16	11/07/16		8:00 PM	12:00 AM	60	2							2	D	50.00	2	100.00		

Billing Projections: By Month

	Oct 16	Nov 16
CA	10,615.00	6,250.00
ST	9,650.00	7,215.00

☒ Print Spot Prices

2wk cancellation policy for ALL orders. Client/Agency responsible for payment.

THANK YOU FOR YOUR BUSINESS

TOTAL SPOTS **87**
 GROSS TOTAL \$ **16,865.00**
 ADJUSTED SPOTS **87**
 ADJUSTED TOTAL \$ **16,865.00**

APPROVE DECLINE

☐ ☐ General Manager
☐ ☐ Sales Manager
☐ ☐ National Sales Manager
☐ ☐ Local Sales Manager

KRWM- Hubbard Radio

3650 131st Ave SE
Suite 550
Bellevue, WA 98006
Phone: (425) 653-1050

**Northwest Passage Consulting
Annie Fadely**

**105 S Main St #332
Seattle, WA 98104**

**Your order was processed by phone. The following
information provides the details of this transaction.**

Transaction : Sale

Date / Time : 10/14/2016 6:58:31 PM CST

Invoice # : 3

Customer # : 1

PO / Order # : 2

Card Number : American Express - 1027

Entry Method : Keyed

Total Amount : 14335.25

Authorization : Approved - 204479

Reference Note: Erin Jones Ad Buy

Thank you for your purchase.

**Please contact us if you have any questions
or if we can be of further assistance.**